We are Action

Small prices, big smiles

20 March 2025

Action's presenters

Michael van Melick

Director Commerce

Frank Groen

Head of Buying
Personal Care and Laundry & Cleaning

ACTION IS LOOKING FOR NEW PARTNERS!

Interested? Email: f.groen@action.nl or m.melick@action.com

We welcomed our first customers in Enkhuizen in 1993

Gerard Deen and Rob Wagemaker convert a 60-square-metre bric-a-brac shop into the first Action store

They choose the name ‘Action’ with internationalisation in mind

Dijk 12, Enkhuizen (Netherlands)

Store exterior: Medemblik

Store interior: Heerhugowaard

Barely a year later, they have already opened several additional stores in nearby cities

Applying supermarket thinking to a non-food product range:

- Volume
- Simplicity
- Speed

And grew rapidly to 2,918 stores across Europe

The Netherlands	1993
Belgium	2005
Germany	2009
France	2012
Austria, Luxembourg	2015
Poland	2017
Czech Republic	2020
Italy	2021
Spain	2022
Slovakia	2023
Portugal	2024
Switzerland, Romania	2025

Total number of stores as of 31 December 2024

We welcomed our first customers in Germany in 2009

First store

Action Schüttorf Graf-Egbert-Straße in 2009

Store 500

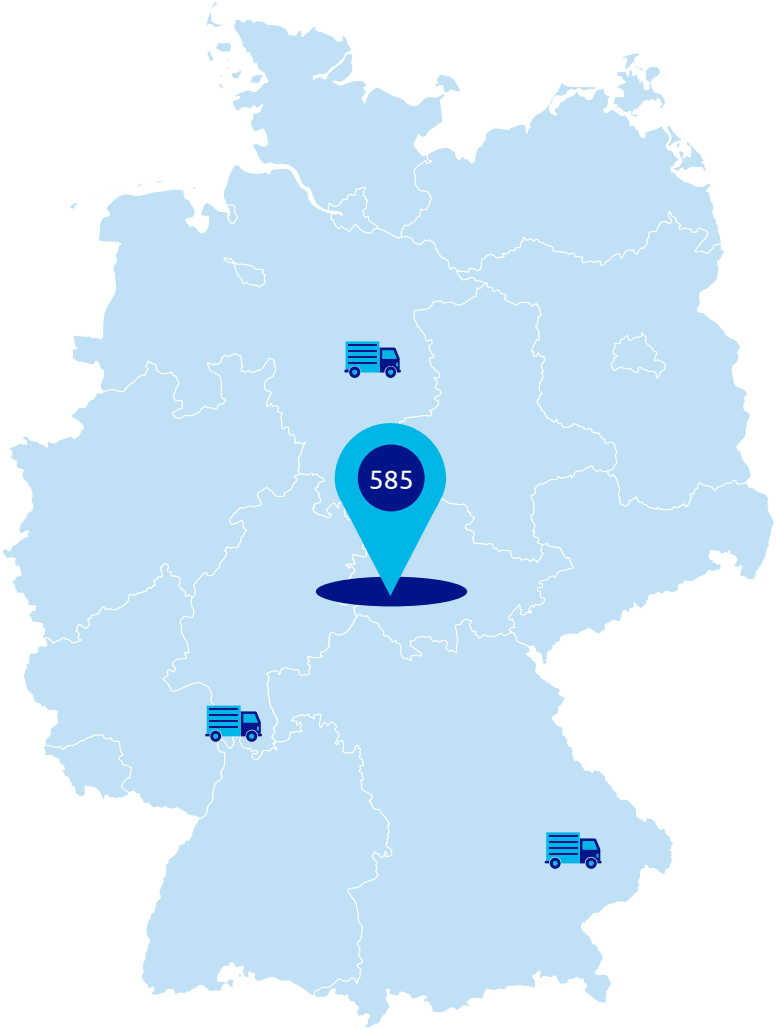
Action Düsseldorf-Bilk Aachener Staße in 2023

First distribution centre

Biblis, in 2017

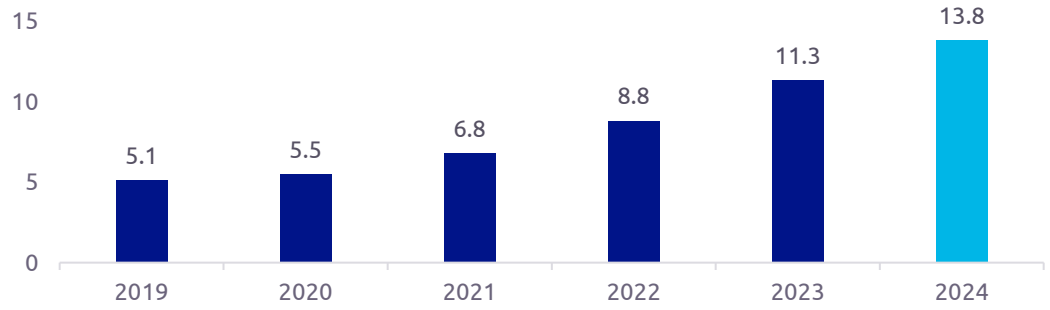
Facts & Figures, 31 December 2024

- Stores: 585
- Distribution centres: 3, in Biblis, Peine and Wallersdorf
- Colleagues: 14,608
- General manager: Heiko Großner
- Country office: Düsseldorf

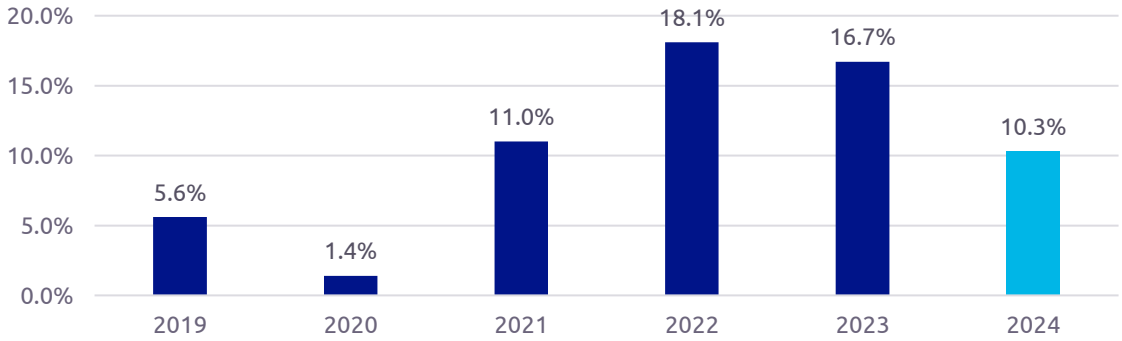


Action: the fastest growing non-food discounter in Europe

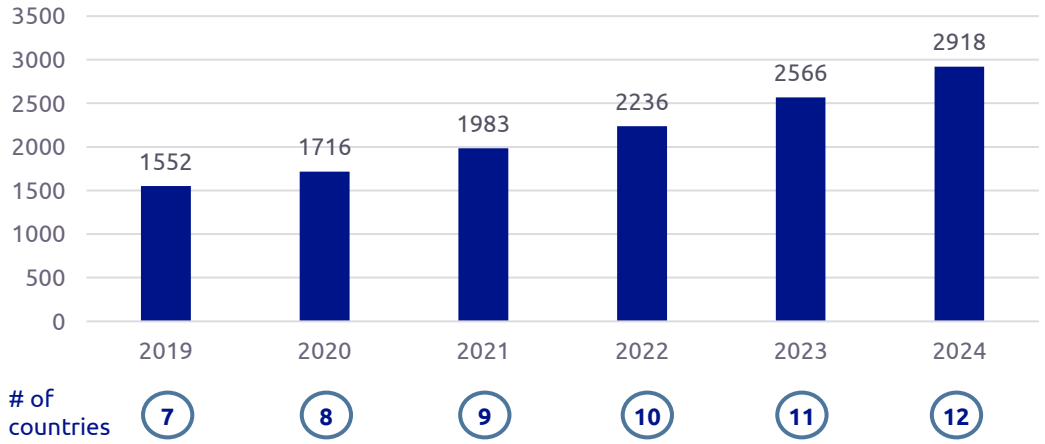
Net sales (€bn)



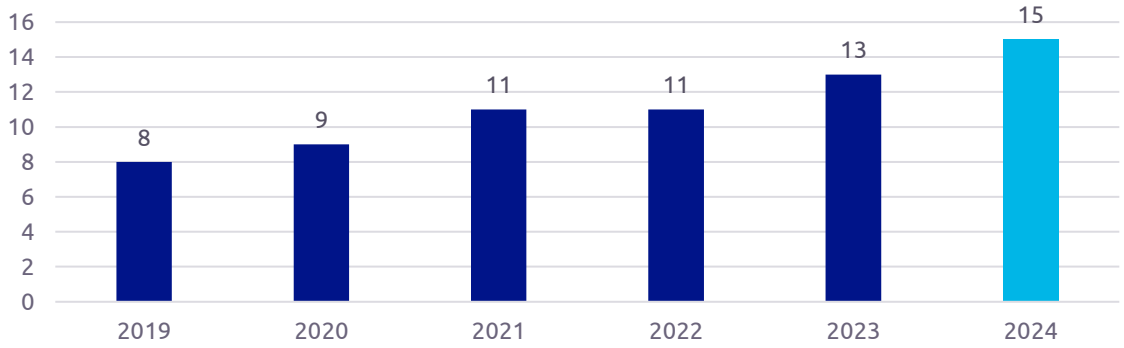
Reported Like-for-Like sales growth (%)



Store expansion (numbers) & # countries



DC expansion



///ACTION

Our strategy is clear and consistent

Action is always the same

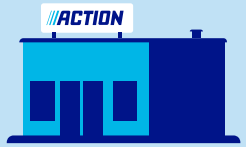
From Zwaagdijk to Barcelona and Berlin – wherever we are based

ONE BRAND

Our name works
in all our countries

Products, packaging and marketing
are standardised everywhere

Seamless
international growth



ONE STORE EXPERIENCE

With the same size in all our stores

More than 90% of our assortment
is the same everywhere

Rapid store rollout

ONE OPERATING MODEL

The same policies, structures,
processes, systems, training, and so
on — everywhere

The same proven formula
everywhere

We put our customers first

In everything we do

Always the lowest price

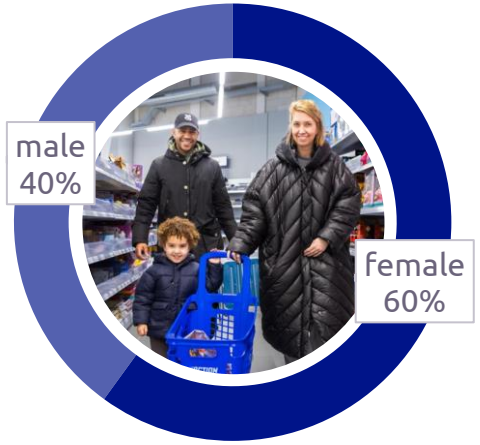
An enjoyable shopping experience in bright and spacious stores

Good quality
at the lowest price

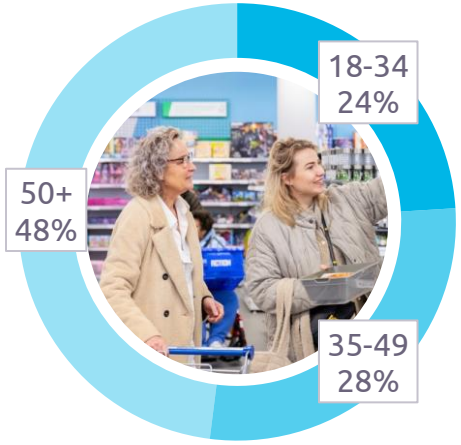
Taking action with the Action Sustainability Programme

Daily necessities
and products that make
everyday life easier
or more enjoyable

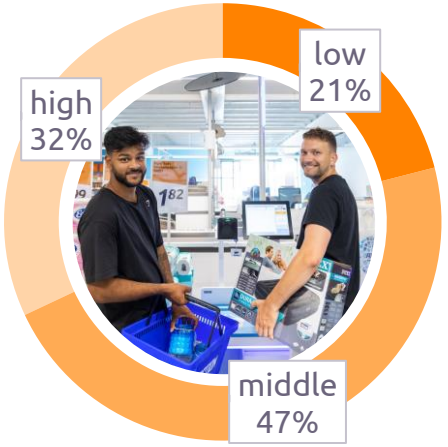
Everybody shops at Action



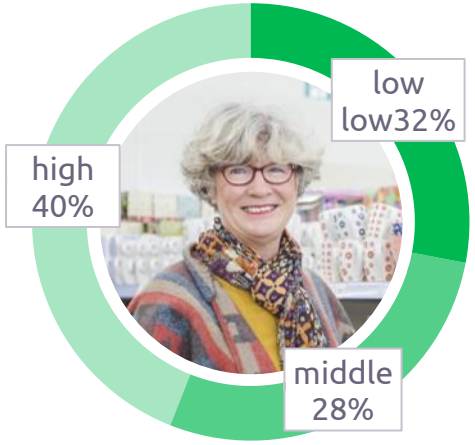
GENDER



AGE



EDUCATION

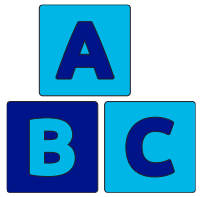


INCOME

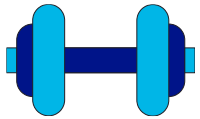
Source: GfK, June 2024; average of Action markets with national coverage NL, BE, DE, FR, AT, PL & CZ

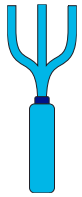
6,000 products, 14 categories – always the lowest price

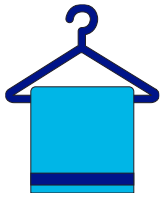
At least 90% of our range is the same in all our stores

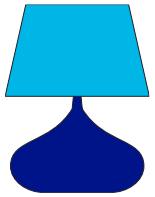


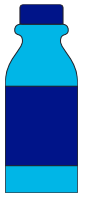
Toys & Entertainment

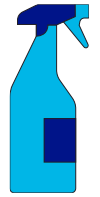

Health


Garden & Outdoor

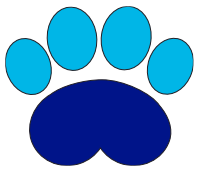

Linen


Decoration


Food & Drink


Laundry & Cleaning


Stationery


Pets


Clothing

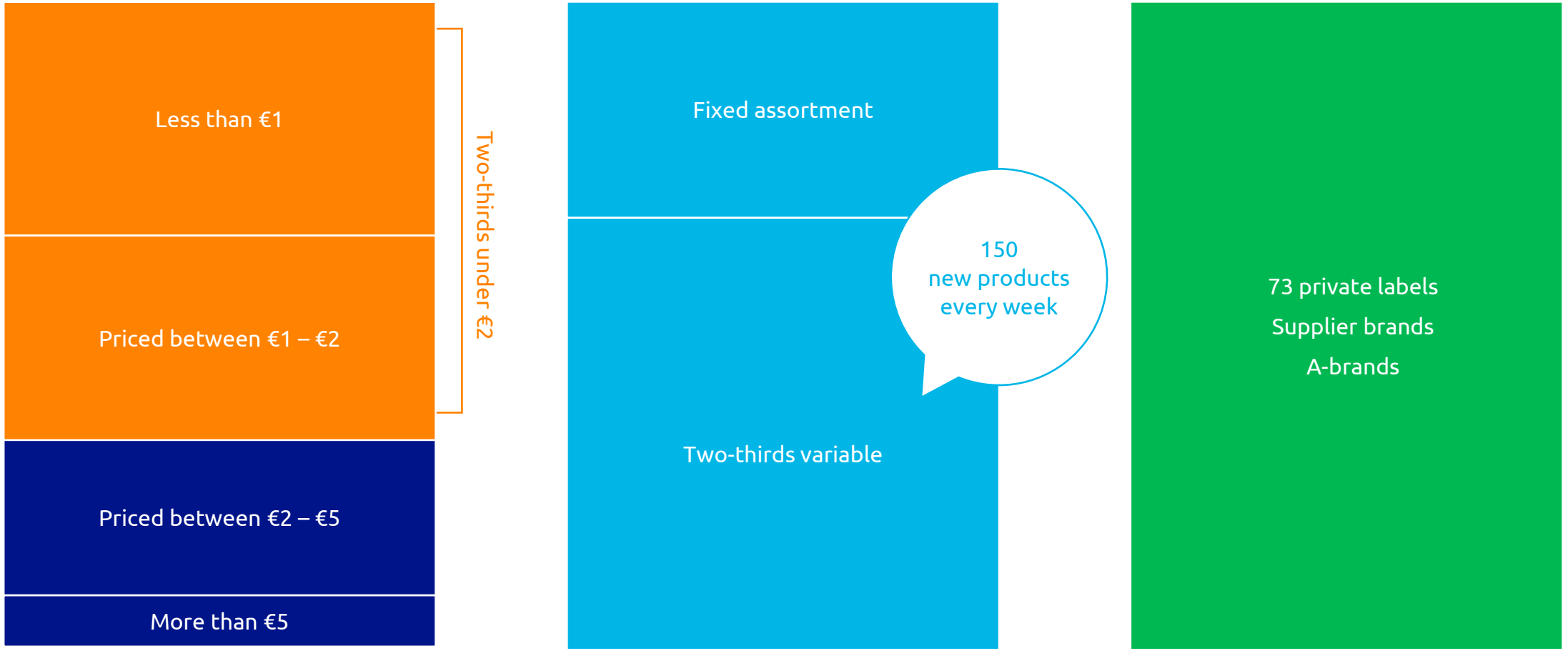

DIY


Multimedia

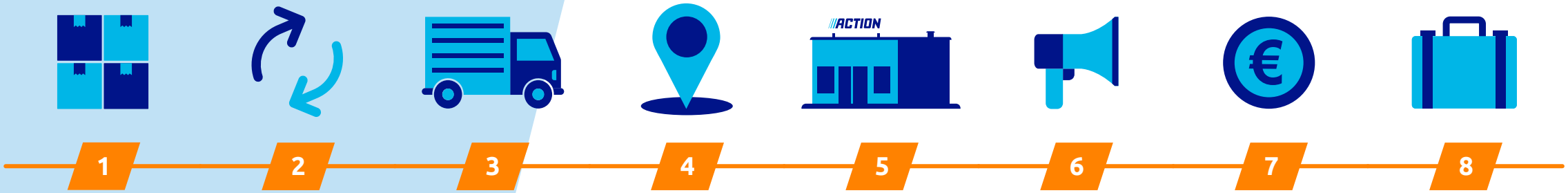

Personal Care


Household Goods

We offer more for less



Why our prices can be so low



People are the heart of Action

Voice of Action 94%

JOBS AND DEVELOPMENT OPPORTUNITIES FOR MANY

- 79,681 colleagues
- 10,641 jobs created in 2024

AS DIVERSE AS THE COMMUNITIES IN WHICH WE OPERATE

- 151 nationalities

AS WE GROW, OUR COLLEAGUES GROW WITH US

- 3,507 internal promotions

As of 31 December 2024

Discount retail and sustainability can go hand in hand

We enable millions of customers to purchase daily necessities and products that make everyday life easier or more enjoyable at the lowest price.

We continuously invest in the development of our colleagues, in increasing product quality and sustainability and –alongside long-term partners – in the well-being of the communities where we work, with a focus on children. We have organised our sustainability initiatives into four broad areas:

People

Our colleagues are the beating heart of Action. We offer stable employment to a fast-growing number of people. We support our colleagues by providing teamwork, growth and learning opportunities, so they can reach their potential regardless of their background.

Planet

We are committed to reducing greenhouse gas (GHG) emissions across our value chain. Our targets are approved by the Science Based Targets initiative and support the Paris Climate Agreement.

Product

We continually invest in the quality and sustainability of our products, and in making our value chain more transparent to uphold our ethical sourcing standards, buying only from suppliers who respect human and labour rights.

Partnership

We are closely connected to the communities in which we work and contribute to their well-being where possible. We focus on helping children because they are the future and we believe all children should be able to grow up in a safe and loving environment.


ACTION
Small prices
Big smiles!